

BAB V

KESIMPULAN DAN SARAN

3.1 Kesimpulan

Berdasarkan penelitian yang telah dilakukan kepada 220 responden yang merupakan mahasiswa Fakultas Ekonomi dan Pasca Sarjana Universitas Atma Jaya Yogyakarta didapatkan hasil yang telah dipaparkan pada bab sebelumnya. Pada penelitian ini terdapat 3 hipotesis yang diajukan yaitu (H1) terdapat dimensi inovasi berfashion konsumen terhadap sikap hedonis dan utilitarian. (H2) terdapat perbedaan inovasi berfashion konsumen yang mempunyai uang saku rendah dan tinggi. (H3) terdapat perbedaan inovasi berfashion konsumen laki-laki dan perempuan.

Hipotesis pertama menggunakan analisis faktor untuk membuktikan hipotesis yang diajukan. Hasil dari analisis faktor untuk sikap utilitarian terbentuk 2 faktor yaitu kualitas dan fungsional. Faktor pertama yang terbentuk yaitu faktor kualitas. Konsumen utilitarian berorientasi pada nilai kualitas produk ketika mereka membeli produk (Han dan Von Wersebe, 1994 dalam Runyan, *et.al* 2012). Faktor kedua yang terbentuk yaitu faktor fungsional. Faktor fungsional ditandai dengan produk yang terjangkau, nyaman dan praktis (Runyan, *et.al* 2012). Sedangkan untuk sikap hedonis ada 2 faktor yang terbentuk yaitu singular

dan personal. Faktor pertama yang terbentuk yaitu faktor singular. Kebutuhan *fashion* seorang konsumen muda didefinisikan para konsumen muda ingin terlihat berbeda dengan orang lain untuk meningkatkan identitas sosialnya (Tian *et al.*, 2001 dalam Runyan, *et.al* 2012). Faktor kedua yang terbentuk yaitu faktor personal. Menurut Im *et al.*, 2003; Midgley and Dowling, 1993; Venkatraman, 1991 dalam Noh *et al.*, 2014 inovator ditentukan oleh karakteristik pribadi (personal) mereka seperti, umur, pendidikan dan pendapatan, yang dimana berhubungan erat dengan perilaku adopsi produk baru.

Hipotesis kedua dan ketiga menggunakan uji beda untuk membuktikan hipotesis yang diajukan. Dari perhitungan dapat dilihat $p < 0,05$, yaitu $0,000 < 0,05$ pada sikap hedonis dan $0,12 < 0,05$ pada sikap utilitarian. Hal tersebut berarti menunjukkan ada perbedaan yang signifikan pada inovasi berfashion konsumen yang mempunyai uang saku rendah dan tinggi pada sikap hedonis dan utilitarian. Hasil mean pada sikap hedonis, konsumen muda yang mempunyai uang saku tinggi lebih tinggi dibandingkan konsumen muda yang mempunyai uang saku rendah. Hal ini selaras dengan hasil penelitian Noh *et al.*, 2014 mengungkapkan bahwa konsumen muda yang inovatif, berpenghasilan tinggi ingin membeli produk untuk mencerminkan kepribadian mereka, individualitas, dan identitas diri. Hasil mean pada sikap utilitarian, konsumen muda yang mempunyai uang saku tinggi lebih rendah dibandingkan konsumen muda yang mempunyai uang saku tinggi. Dalam Hirschman dan Holbrook (1982) dalam Noh

et al., 2014 manfaat utilitarian adalah manfaat-manfaat yang instrumental, fungsional, dan kognitif.

Hipotesis ketiga dari perhitungan dapat dilihat $p < 0,05$, yaitu $0,000 < 0,05$ pada sikap hedonis dan $0,13 < 0,05$ pada sikap utilitarian. Hal tersebut berarti menunjukkan ada perbedaan yang signifikan pada inovasi berfashion konsumen laki-laki dan perempuan pada sikap hedonis dan utilitarian. Hasil mean pada sikap hedonis, konsumen muda perempuan lebih tinggi dibandingkan konsumen muda laki-laki. Goldsmith dan Flynn (1992) dalam Noh *et al.*, 2014 menyelidiki hubungan antara inovasi *fashion*, demografi (yaitu usia, pendapatan, dan pendidikan), dan perilaku pembelian *fashion* perempuan dan menyimpulkan bahwa pengadopsi awal dengan pendapatan tinggi cenderung membeli baru. Hasil mean pada sikap utilitarian, konsumen muda perempuan lebih rendah dibandingkan konsumen muda laki-laki.

3.2 Saran

Berdasarkan pembahasan dan kesimpulan hasil penelitian, maka peneliti memberikan saran, yaitu:

1. Bagi Produsen

Berdasarkan hasil penelitian, saran bagi para produsen *fashion* sebaiknya memerhatikan kedua jenis sifat konsumen muda yaitu sifat hedonis dan utilitarian. Dimana konsumen muda yang mempunyai sifat hedonis yang lebih mementingkan estetika

dalam memilih pakaian. Sedangkan konsumen muda yang mempunyai sifat utilitarian yang lebih mementingkan fungsi dalam memilih pakaian. Oleh karena itu diharapkan para produsen *fashion* memahami adanya dua jenis sifat yang dimiliki konsumen dan dapat menjadikan peluang untuk mengembangkan produknya.

2. Bagi Peneliti Selanjutnya

Saran bagi peneliti selanjutnya, peneliti mengharapkan mengembangkan objek penelitian tentang *fashion* akan tetapi tidak hanya pakaian saja tetapi jenis *fashion* yang lainnya seperti tas, sepatu agar dapat diketahui perbedaan diantara jenis *fashion* yang lainnya. Dalam penelitian ini hanya meneliti konsumen muda, pada penelitian selanjutnya dapat juga menyasar konsumen dewasa (*adult consumer*).

3.3 Implikasi Manajerial

Dari penelitian ini didapat informasi tentang 2 sifat konsumen muda dalam memilih *fashion* yaitu sifat *utilitarian* dan *hedonis*. Selain itu, konsumen muda juga merupakan target yang sangat potensial bagi produsen produk *fashion*. Oleh karena itu, produsen seharusnya lebih memperhatikan kedua sifat konsumen muda tersebut sehingga produsen dapat menjual ataupun menciptakan berbagai variasi produk *fashion* yang sesuai dengan karakteristik konsumen muda. Konsumen muda yang inovatif mempunyai

peran yang penting dalam keberhasilan produk baru yang diluncurkan dipasaran.

3.4 Keterbatasan Penelitian

Dalam penelitian ini peneliti menemui beberapa keterbatasan penelitian. Penelitian ini sampel hanya fokus pada mahasiswa Universitas Atma Jaya Yogyakarta, seharusnya dapat dilakukan di Universitas lain agar sampel lebih besar agar dapat mewakili konsumen muda.

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KUESIONER

Kuesioner ini disusun dengan tujuan untuk mendapatkan data yang dibutuhkan untuk kepentingan ilmiah dalam penyusunan tesis. Untuk itu saya sangat mengharapkan kesediaannya dalam menjawab kuesioner ini sesuai dengan keadaan sesungguhnya. Sebelumnya saya ucapkan terimakasih atas waktu yang diberikan dalam menjawab kuesioner ini.

Bernadetta Diansepti Maharani

BAGIAN 1: KARAKTERISTIK RESPONDEN

Jawab pertanyaan dibawah ini dengan menggunakan tanda silang (X) pada kolom yang sudah disediakan.

1. Jenis kelamin : ☐ Laki-laki ☐ Perempuan
2. Usia : ☐ 18-19 tahun
☐ 20-21 tahun
☐ 22-23 tahun
☐ 24-25 tahun
☐ 26-27 tahun
☐ 28 tahun
3. Uang saku perbulan: ☐ ≤ Rp 500.000,00
☐ Rp 500.000,00 – Rp 999.999,00
☐ Rp 1.000.000 – Rp 1.499.999,00
☐ ≥ Rp 1.500.000,00

BAGIAN 2: DAFTAR PERTANYAAN

Jawab pertanyaan dibawah ini dengan menggunakan tanda centang (✓) pada kolom yang sudah disediakan.

STS : Sangat tidak setuju

TS : Tidak setuju

N : Netral

S : Setuju

SS : Sangat setuju

a. Inovasi Konsumen

KODE	PERTANYAAN	STS	TS	N	S	SS
I1	Apabila mendengar informasi tentang model pakaian terbaru, saya termasuk orang yang terakhir membeli diantara teman-teman saya					
I2	Apabila saya mendengar informasi tentang pakaian terbaru, Saya akan tertarik untuk membeli pakaian tersebut					
I4	Diantara teman-teman saya, saya termasuk yang terakhir mengetahui merek pakaian terbaru					
I5	Saya akan tetap membeli pakaian apabila saya belum pernah mendengar atau mencoba merek tertentu					
I6	Saya ingin membeli pakaian sebelum orang lain melakukannya					

b. Singular

KODE	PERTANYAAN	STS	TS	N	S	SS
S1	Pakaian adalah hal yang utama bagi saya					
S2	Saya memilih pakaian yang unik					
S3	Saya memilih pakaian yang eksklusif					
S4	Saya memilih pakaian yang inovatif (terbaru)					

c. Personal

KODE	PERTANYAAN	STS	TS	N	S	SS
P1	Saya memilih pakaian yang sesuai dengan kepribadian saya					
P2	Saya memilih pakaian yang sesuai dengan identitas diri saya					
P3	Saya memilih pakaian yang cocok dengan gaya saya					

d. Estetika

KODE	PERTANYAAN	STS	TS	N	S	SS
E1	Warna adalah salah satu faktor yang mempengaruhi saya dalam pemilihan pakaian					
E2	Saya memilih pakaian yang menunjang gaya dan penampilan saya					
E3	Saya memilih pakaian yang bentuk dan potongannya menarik					

e. Fungsional

KODE	PERTANYAAN	STS	TS	N	S	SS
F1	Saya memilih pakaian dengan harga terjangkau					
F2	Saya memilih pakaian yang nyaman					
F3	Saya memilih pakaian sesuai dengan kebutuhan saya					

f. Kualitas

KODE	PERTANYAAN	STS	TS	N	S	SS
K1	Saya memilih pakaian yang menggunakan bahan berkualitas					
K2	Saya memilih pakaian yang awet atau memiliki umur panjang					
K3	Saya memilih pakaian dengan kualitas yang baik					

Correlations

[illegible]

[illegible]

[illegible]

Pearson Correlation	.261	.185	.268	.025	.205	.306	.162	.304	.232	.390*	.388*	.362*	.119	.213	.051	.470**	.175	.385*	.296	.523**	1
Sig. (2-tailed)	.150	.310	.138	.892	.260	.088	.376	.091	.202	.027	.028	.042	.518	.242	.782	.007	.337	.030	.101	.002	
N	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
L Pearson Correlation	.570**	.515**	.579**	.532**	.608**	.493**	.563**	.712**	.598**	.505**	.443*	.648**	.621**	.687**	.622**	.537**	.667**	.616**	.564**	.453**	.515**
Sig. (2-tailed)	.001	.003	.001	.002	.000	.004	.001	.000	.000	.003	.011	.000	.000	.000	.000	.002	.000	.000	.001	.009	.003
N	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32



Case Processing Summary

		N	%
Cases	Valid	32	100.0
	Excluded ^a	0	.0
	Total	32	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.636	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I1	12.38	7.403	.249	.671
I2	12.31	8.028	.427	.575
I3	12.34	6.878	.392	.584
I4	12.69	7.125	.437	.559
I5	13.16	7.555	.545	.528

SINGULAR

Case Processing Summary

		N	%
Cases	Valid	32	100.0
	Excluded ^a	0	.0
	Total	32	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.706	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
S1	9.44	5.286	.203	.829
S2	10.34	4.620	.566	.603
S3	10.12	3.855	.739	.479
S4	9.94	4.448	.554	.604

PERSONAL

Case Processing Summary

		N	%
Cases	Valid	32	100.0
	Excluded ^a	0	.0
	Total	32	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.625	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
S1	9.44	5.286	.203	.829
S2	10.00	4.000	.203	.829
S3	10.00	4.000	.203	.829

S4	9.94	4.448	.554	.604
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ESTETIKA

Case Processing Summary

		N	%
Cases	Valid	32	100.0
	Excluded ^a	0	.0
	Total	32	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.683	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

E2	7.56	2.383	.663	.379
E3	8.09	2.926	.303	.838

FUNGSIONAL

Case Processing Summary

		N	%
Cases	Valid	32	100.0
	Excluded ^a	0	.0
	Total	32	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.625	3

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
E1	7.66	2.426	.567	.495
E2	7.56	2.383	.663	.379
E3	8.09	2.926	.303	.838

KUALITAS

Case Processing Summary

		N	%
Cases	Valid	32	100.0
	Excluded ^a	0	.0
	Total	32	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Alpha	N of Items
.640	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
K1	8.22	2.434	.330	.686
K2	8.09	1.507	.517	.444
K3	7.69	1.641	.531	.420

Case Summaries

	Jenis Kelamin	Usia	Uang Saku	I1	I2	I3	I4	I5	S1
1	1	2	2	4	2	2	1	3	5
2	1	1	2	3	4	4	3	3	5
3	1	2	2	3	4	2	4	3	5
4	1	1	2	4	3	3	3	3	4
5	1	2	2	3	4	3	2	3	2
6	2	1	2	1	4	1	5	3	4
7	2	1	1	4	4	3	3	4	3
8	1	1	1	3	3	2	3	2	3
9	2	1	1	2	4	3	4	3	3
10	2	1	2	3	5	2	4	5	4
11	2	1	2	3	3	2	3	2	3
12	1	1	1	4	1	2	4	1	1
13	2	1	2	2	4	4	3	2	4
14	2	1	2	3	3	3	3	3	3
15	1	1	2	3	3	4	4	2	5
16	1	1	2	3	3	2	3	4	4
17	1	1	1	3	3	2	2	3	4
18	1	1	2	1	2	4	4	2	3
19	2	1	2	3	4	3	4	3	3
20	2	1	2	2	4	1	4	3	5
21	2	1	2	4	2	2	1	1	4
22	2	2	1	3	4	3	2	2	2
23	2	1	1	3	4	3	2	3	5
24	1	1	2	3	3	3	4	3	4
25	1	1	2	3	2	3	3	1	5
26	1	2	1	2	4	3	2	3	4
27	1	1	2	2	4	3	4	3	4
28	2	1	2	3	3	3	2	2	3
29	2	1	2	2	4	3	3	3	4
30	2	1	2	4	4	4	5	3	4
31	2	1	2	3	4	3	3	3	4
32	2	1	2	2	3	2	2	2	2
33	2	1	1	4	3	3	4	3	5
34	2	1	2	2	3	1	4	3	5
35	2	2	2	2	4	2	3	3	5
36	2	2	2	2	4	1	4	3	3
37	2	2	1	4	3	4	3	2	4
38	1	1	1	4	2	3	4	2	4
39	2	2	1	4	3	4	3	2	4
40	1	3	2	4	1	2	3	1	5
41	2	1	2	4	2	3	2	2	4
42	1	3	1	5	1	5	3	1	4
43	1	2	2	4	3	3	4	3	3
44	1	2	2	2	4	1	2	3	3
45	1	2	1	4	4	2	1	1	4
46	1	2	2	2	4	3	1	1	3
47	1	3	1	3	3	4	4	4	2
48	1	2	1	3	2	3	4	2	4
49	2	2	2	1	5	1	3	5	5
50	1	2	1	3	3	4	3	3	4

Case Summaries

	Jenis Kelamin	Usia	Uang Saku	I1	I2	I3	I4	I5	S1
51	1	2	2	3	4	2	3	2	4
52	2	2	1	5	1	5	5	1	2
53	1	2	1	3	4	3	3	4	4
54	1	2	1	3	4	2	2	3	3
55	2	1	2	1	2	2	3	3	1
56	2	1	2	3	4	2	3	3	5
57	2	2	2	3	4	1	4	3	4
58	2	2	2	4	4	5	3	2	4
59	2	2	2	5	2	5	4	2	3
60	1	2	2	2	3	2	2	1	4
61	2	2	2	2	4	2	4	2	2
62	1	2	2	2	4	2	2	4	5
63	1	2	2	4	2	3	2	2	3
64	1	2	2	3	2	2	1	2	5
65	2	2	2	4	2	2	4	4	4
66	2	2	1	3	4	3	3	2	3
67	2	2	2	4	2	2	2	2	5
68	2	2	2	2	4	3	4	3	4
69	2	2	1	3	4	2	3	3	4
70	2	2	2	3	5	2	5	5	5
71	2	2	1	3	3	3	2	2	2
72	2	2	2	3	4	3	4	4	4
73	1	2	1	4	3	4	3	3	3
74	2	1	2	4	3	3	4	2	2
75	1	1	1	4	3	4	3	3	3
76	2	1	2	3	3	3	3	2	4
77	1	2	1	4	2	4	3	2	4
78	2	1	2	3	3	4	3	3	2
79	2	2	1	2	4	3	3	3	4
80	2	2	2	5	4	3	4	4	5
81	2	1	2	3	4	2	4	3	2
82	2	1	2	3	4	4	4	3	3
83	1	1	2	3	3	4	3	2	3
84	2	1	2	1	5	4	4	4	5
85	2	1	2	4	4	4	3	4	3
86	1	2	1	3	4	2	3	2	4
87	1	1	1	2	2	3	3	4	5
88	1	1	2	3	2	3	5	2	3
89	1	2	2	3	3	2	4	3	3
90	1	1	1	3	3	3	2	3	4
91	2	5	2	3	3	4	2	2	2
92	1	3	2	2	4	4	1	1	4
93	2	4	2	1	5	1	4	2	5
94	1	5	2	4	4	3	2	2	5
95	2	2	2	3	5	2	5	5	5
96	2	1	2	2	3	2	3	3	3
97	2	2	2	2	5	2	2	4	1
98	2	3	2	4	4	2	4	4	4
99	2	1	2	3	4	3	4	3	4
100	2	2	2	2	5	2	3	4	4

Case Summaries

	Jenis Kelamin	Usia	Uang Saku	I1	I2	I3	I4	I5	S1
101	2	1	1	3	4	2	1	1	1
102	1	2	2	3	4	3	5	3	5
103	2	1	2	3	3	3	3	3	3
104	2	1	2	5	3	3	2	3	3
105	1	1	2	3	4	4	3	4	5
106	2	1	2	3	3	2	2	2	4
107	2	1	2	3	3	3	3	3	3
108	2	1	2	3	3	4	4	1	3
109	2	4	2	2	3	2	3	3	3
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111	2	1	2	3	4	3	3	5	3
112	2	1	2	2	3	2	2	3	2
113	1	4	2	4	3	4	4	3	4
114	2	1	2	3	5	3	3	4	5
115	1	1	1	2	4	2	2	4	3
116	1	5	2	5	2	4	1	1	3
117	1	4	2	2	4	2	3	2	3
118	2	1	2	4	3	2	2	2	3
119	1	3	2	5	2	4	2	2	5
120	2	4	2	3	3	2	2	2	5
121	2	3	2	1	4	1	3	4	4
122	1	3	2	4	4	4	4	2	3
123	2	6	2	3	4	3	3	3	5
124	2	3	2	4	3	2	4	3	4
125	1	4	2	3	3	3	2	2	2
126	1	3	2	3	3	4	5	3	4
127	1	6	2	5	1	5	3	1	2
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129	2	5	1	1	2	1	4	1	4
130	2	3	1	3	3	2	3	3	4
131	2	6	2	1	3	1	1	2	5
132	2	3	2	5	2	4	2	3	3
133	2	1	1	4	4	4	4	2	4
134	2	1	1	2	2	4	2	2	2
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136	2	1	1	3	2	4	2	2	4
137	1	4	1	2	1	5	4	1	4
138	1	4	1	1	5	1	1	1	3
139	2	5	2	2	4	2	4	4	5
140	2	4	2	4	3	2	4	2	5
141	2	4	1	4	4	3	4	2	4
142	1	3	1	4	2	3	4	1	4
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146	2	3	1	4	4	2	3	5	5
147	2	3	2	2	5	1	4	3	4
148	2	3	1	3	2	1	3	2	5
149	2	3	2	4	2	3	4	2	5
150	2	3	2	5	1	5	2	3	4

Case Summaries

	Jenis Kelamin	Usia	Uang Saku	I1	I2	I3	I4	I5	S1
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153	2	3	2	4	2	2	4	2	4
154	2	3	2	4	4	2	4	4	4
155	2	3	2	3	4	3	3	3	4
156	2	3	1	4	2	2	4	4	2
157	2	3	1	4	2	2	4	4	2
158	2	3	2	4	4	3	4	2	4
159	1	3	2	4	2	4	4	4	2
160	2	3	2	3	4	3	4	3	4
161	2	6	2	4	3	2	4	2	4
162	1	3	2	5	3	4	5	3	3
163	2	3	2	5	4	2	3	2	3
164	2	4	1	4	2	4	4	2	4
165	1	4	1	4	2	3	4	3	4
166	1	2	1	3	2	4	2	2	2
167	1	3	1	5	1	5	5	3	2
168	2	4	1	3	3	3	4	2	4
169	2	3	2	4	4	2	4	1	4
170	1	3	1	3	3	4	5	1	3
171	2	3	2	3	3	4	4	3	3
172	2	3	2	2	1	2	2	2	4
173	2	3	2	2	4	2	2	4	4
174	2	3	1	4	3	2	3	1	4
175	2	3	1	4	4	4	2	2	2
176	2	3	1	3	2	4	4	2	2
177	1	3	1	3	2	3	2	1	1
178	2	3	2	3	2	3	2	2	3
179	2	3	2	3	3	2	3	2	2
180	2	3	2	5	1	1	4	1	1
181	2	3	2	3	4	3	4	2	3
182	1	3	2	3	3	3	3	4	3
183	1	3	2	3	2	2	3	3	4
184	2	3	2	4	2	2	2	2	1
185	2	4	2	2	4	2	2	2	4
186	2	2	1	3	4	4	2	2	3
187	1	4	1	4	3	3	4	3	2
188	1	4	1	4	3	3	4	3	2
189	2	3	2	3	3	2	3	4	5
190	1	5	1	4	2	4	4	2	4
191	2	3	1	5	4	4	4	4	2
192	1	3	2	4	3	2	2	2	2
193	2	3	1	2	4	2	3	3	2
194	1	2	1	4	2	2	4	2	2
195	1	5	1	4	2	5	3	2	1
196	1	3	2	2	3	2	4	3	3
197	1	2	2	4	2	3	2	2	4
198	2	5	1	3	4	2	3	3	5
199	1	3	1	2	3	2	2	3	4
200	1	2	1	3	3	2	2	3	3

Case Summaries

	Jenis Kelamin	Usia	Uang Saku	I1	I2	I3	I4	I5	S1
201	2	3	1	4	2	4	4	2	3
202	1	3	1	4	4	4	4	2	4
203	1	5	1	5	1	5	4	1	1
204	2	2	2	4	3	4	4	2	3
205	2	3	1	4	2	4	2	2	2
206	2	3	2	3	3	2	4	2	2
207	2	6	2	3	3	3	4	2	4
208	1	6	1	3	3	3	3	3	3
209	1	6	1	3	3	3	3	3	3
210	1	4	2	2	2	3	5	3	3
211	2	3	2	3	3	3	3	3	2
212	1	6	2	5	3	3	2	1	5
213	2	5	2	2	5	2	2	3	5
214	1	5	2	3	1	1	2	1	3
215	2	4	1	3	3	1	3	3	3
216	2	6	2	3	1	3	2	4	2
217	2	6	2	2	2	2	1	4	4
218	2	3	2	3	3	3	2	4	4
219	2	4	2	3	2	2	3	2	2
220	2	4	2	3	2	2	4	2	2

Case Summaries

	S2	S3	S4	P1	P2	P3	E1	E2	E3	F1
1	2	3	3	5	4	5	5	5	2	4
2	3	3	3	4	4	4	5	4	3	3
3	3	4	4	4	4	4	4	5	3	5
4	3	3	3	4	3	3	4	3	4	3
5	3	4	5	5	5	5	4	5	5	5
6	5	4	4	4	4	4	4	5	5	4
7	3	3	3	4	4	5	4	4	4	4
8	3	4	5	3	4	3	3	3	4	3
9	3	2	4	4	4	4	3	4	4	5
10	4	4	4	4	4	4	4	4	4	3
11	3	2	3	4	4	4	4	4	4	4
12	1	1	1	5	5	5	1	1	1	5
13	3	3	3	4	4	4	3	3	4	4
14	2	3	3	3	3	3	4	4	3	3
15	2	3	4	5	5	5	5	5	3	5
16	2	4	3	4	4	4	4	4	3	3
17	4	3	4	3	3	5	2	4	3	4
18	3	2	3	4	4	4	4	4	3	4
19	4	4	3	5	5	4	5	4	5	3
20	4	5	4	5	5	5	5	5	5	3
21	2	2	2	4	4	5	5	5	2	4
22	3	3	4	3	4	4	3	3	4	3
23	2	3	3	4	3	5	5	5	3	5
24	3	4	4	4	4	5	5	5	4	4
25	2	1	1	2	4	5	4	4	2	3
26	3	3	3	4	3	4	4	3	3	3
27	3	4	4	5	5	5	5	4	3	3
28	2	3	3	3	3	4	4	4	4	3
29	3	3	3	4	4	4	3	4	3	3
30	3	3	4	5	5	5	5	5	5	4
31	4	4	4	4	4	4	4	4	4	3
32	4	4	3	4	4	5	4	5	5	3
33	3	3	3	3	4	4	3	4	4	4
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35	4	3	3	4	5	5	4	4	3	3
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38	3	3	4	4	4	4	4	5	5	3
39	2	2	3	4	3	5	4	4	3	5
40	3	3	2	4	4	4	4	4	4	4
41	3	3	2	4	4	4	4	4	4	3
42	3	3	3	3	3	5	5	3	4	5
43	3	3	3	4	4	4	4	4	4	4
44	3	3	4	4	4	4	4	4	4	3
45	4	3	2	5	5	5	4	5	3	4
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47	2	4	3	4	4	4	4	4	4	4
48	3	4	3	4	4	5	4	5	3	3
49	5	5	5	4	5	5	5	5	5	4
50	3	3	3	4	3	4	5	4	4	4

[illegible]

Case Summaries

	S2	S3	S4	P1	P2	P3	E1	E2	E3	F1
101	3	4	3	5	5	5	4	5	5	4
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103	3	3	3	4	4	4	4	4	3	4
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111	4	4	4	4	4	4	4	4	3	3
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113	3	3	3	4	4	4	4	4	4	3
114	5	5	5	5	5	5	5	5	4	5
115	4	4	4	4	4	4	4	4	4	4
116	2	3	2	5	5	5	5	4	3	5
117	2	2	2	4	2	4	4	4	4	4
118	3	3	4	3	3	4	4	4	3	4
119	3	3	3	5	4	4	4	5	4	3
120	3	4	4	4	4	4	5	5	4	3
121	4	4	4	5	5	5	5	5	5	3
122	2	4	3	4	4	4	4	4	2	3
123	2	4	4	5	5	5	5	5	5	4
124	4	2	2	4	4	4	4	4	4	3
125	3	3	3	4	4	4	4	4	3	4
126	3	3	3	5	5	5	5	3	4	5
127	3	1	3	4	4	4	3	4	4	5
128	3	3	4	4	4	4	4	5	5	4
129	3	3	1	4	4	4	4	4	3	4
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131	4	5	5	5	5	5	5	5	5	4
132	2	5	2	5	5	5	5	5	5	4
133	1	1	4	4	4	4	4	4	4	4
134	4	2	4	4	4	4	4	4	4	4
135	2	1	1	5	5	5	5	3	2	2
136	3	3	3	4	5	5	4	5	3	3
137	1	4	3	5	4	4	5	4	1	5
138	2	4	3	3	3	4	5	5	5	4
139	4	4	4	4	4	4	5	5	5	3
140	4	2	3	5	5	5	4	5	4	4
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142	3	2	2	5	5	5	4	4	4	5
143	3	3	3	4	4	4	4	4	2	3
144	3	4	2	4	4	4	4	4	3	4
145	3	4	4	4	4	4	4	4	4	4
146	3	3	4	4	4	5	5	5	5	4
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148	2	1	3	5	5	5	5	3	4	5
149	5	3	3	5	5	5	5	4	5	5
150	2	5	4	5	5	4	5	4	3	4

Case Summaries

	S2	S3	S4	P1	P2	P3	E1	E2	E3	F1
151	3	3	4	4	4	4	4	4	4	4
152	2	4	4	5	5	5	5	4	3	5
153	4	4	2	4	4	4	4	4	4	2
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156	2	2	2	5	5	5	4	2	2	4
157	2	2	2	5	5	5	4	2	2	4
158	3	4	4	4	4	4	4	4	4	4
159	4	4	3	4	4	4	4	4	4	4
160	4	3	3	5	5	5	5	5	5	4
161	2	4	3	5	5	5	4	4	4	4
162	3	3	3	5	4	5	5	5	4	5
163	3	4	3	5	5	4	5	4	5	5
164	4	2	2	5	5	5	5	5	4	4
165	2	3	3	5	4	4	4	4	3	5
166	4	4	2	4	4	4	2	4	4	4
167	1	1	1	4	4	4	4	2	2	4
168	4	3	4	5	5	5	5	4	4	5
169	2	1	4	5	5	5	4	4	5	5
170	2	3	4	5	5	5	5	4	3	5
171	3	2	3	4	4	4	4	3	4	4
172	4	2	4	5	5	5	4	5	5	4
173	4	4	4	4	4	4	4	4	4	4
174	2	2	2	5	5	5	3	4	3	5
175	2	3	3	4	4	5	4	4	4	5
176	3	3	3	4	4	4	3	3	3	4
177	1	1	3	3	3	3	4	3	3	3
178	3	3	3	4	4	4	4	4	4	4
179	4	1	2	4	3	4	5	4	4	4
180	5	5	5	5	5	5	5	5	5	5
181	4	2	2	4	4	4	4	4	4	4
182	4	3	4	4	4	4	4	4	3	4
183	2	2	3	4	4	4	4	4	3	4
184	2	4	2	4	4	4	4	4	2	2
185	2	3	4	4	4	4	4	4	4	4
186	2	4	4	5	5	5	5	5	5	4
187	3	4	4	3	3	4	3	4	4	3
188	3	4	4	3	3	4	3	4	4	3
189	4	5	4	4	5	5	3	5	4	4
190	2	2	2	4	4	4	2	3	4	5
191	3	2	2	5	5	5	5	4	3	4
192	4	4	3	4	4	4	4	4	4	4
193	2	2	4	5	5	5	5	4	2	5
194	3	2	2	4	4	4	5	5	5	5
195	2	2	2	4	4	4	4	2	2	4
196	3	4	3	4	4	4	4	4	4	3
197	2	3	2	4	4	4	5	5	4	4
198	3	3	4	4	4	4	5	5	5	3
199	4	4	4	4	4	5	4	5	4	5
200	2	4	3	4	4	4	4	4	3	3

Case Summaries

	S2	S3	S4	P1	P2	P3	E1	E2	E3	F1
201	4	2	3	5	5	5	4	4	3	5
202	2	2	4	4	4	4	5	5	2	5
203	4	2	1	4	2	2	5	4	4	5
204	3	3	3	4	4	4	4	4	4	4
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206	4	4	2	4	4	4	4	3	2	4
207	3	3	4	4	4	4	4	4	3	4
208	3	4	3	4	3	4	4	4	3	5
209	3	4	3	4	3	4	4	4	3	5
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211	2	3	2	5	4	5	4	4	3	4
212	4	4	3	4	4	4	5	4	3	4
213	5	4	5	5	5	4	5	5	4	4
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217	2	4	4	5	5	5	5	5	4	5
218	3	5	3	5	5	5	5	5	5	3
219	3	4	2	5	5	5	5	4	4	3
220	4	3	2	5	5	5	5	5	4	3

Case Summaries

	F2	F3	K1	K2	K3
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5	5	4	4	5	5
6	5	3	4	5	5
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8	3	4	3	4	5
9	5	5	4	5	5
10	4	3	4	3	4
11	4	4	3	3	4
12	5	5	3	5	5
13	4	4	3	3	4
14	4	3	4	4	4
15	5	5	3	3	4
16	5	4	4	4	4
17	4	4	4	3	4
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24	4	5	4	5	5
25	5	5	3	4	4
26	4	4	4	4	4
27	5	5	5	4	5
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29	4	4	4	4	4
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32	5	5	5	5	5
33	4	4	4	4	4
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36	5	5	3	5	5
37	5	5	3	4	4
38	4	4	5	4	5
39	5	5	4	4	4
40	4	5	5	5	4
41	4	4	3	3	3
42	5	5	4	5	4
43	4	4	5	5	5
44	4	4	4	4	5
45	5	5	5	5	5
46	5	5	5	5	5
47	4	4	4	5	5
48	4	5	4	3	5
49	5	5	5	4	5
50	4	4	3	3	4

Case Summaries

	F2	F3	K1	K2	K3
51	5	5	4	5	5
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53	4	5	4	4	4
54	4	4	4	3	4
55	2	1	1	2	2
56	4	3	4	3	5
57	4	4	2	4	4
58	5	5	5	5	5
59	4	4	4	4	4
60	4	4	4	5	5
61	4	4	4	4	4
62	5	4	4	5	4
63	4	5	3	4	3
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82	5	4	5	5	5
83	4	4	5	5	5
84	4	4	3	3	3
85	5	5	5	5	5
86	5	5	5	5	5
87	5	5	4	4	5
88	5	5	3	4	3
89	4	4	4	4	4
90	4	4	5	4	4
91	5	5	4	4	4
92	5	5	5	4	5
93	5	5	4	5	5
94	4	5	5	4	5
95	4	3	4	4	4
96	5	5	5	5	5
97	5	3	3	3	4
98	4	4	4	4	4
99	5	4	4	4	4
100	4	4	4	4	4

Case Summaries

	F2	F3	K1	K2	K3
101	5	5	5	5	5
102	5	5	4	4	4
103	4	4	3	4	4
104	5	5	4	4	4
105	4	4	4	4	5
106	5	5	4	5	5
107	4	5	4	4	4
108	5	5	4	5	5
109	4	4	4	4	4
110	5	5	4	5	4
111	5	3	4	3	4
112	4	4	3	4	4
113	4	4	4	4	4
114	5	5	5	5	5
115	4	4	4	4	4
116	5	5	4	4	5
117	4	4	4	4	4
118	4	4	4	4	4
119	4	5	4	5	4
120	5	5	4	4	4
121	4	4	4	4	5
122	4	4	4	4	4
123	5	5	4	4	4
124	4	5	3	3	4
125	4	4	4	3	4
126	5	5	4	4	5
127	5	5	4	4	4
128	5	4	4	4	5
129	4	4	3	3	3
130	5	5	4	4	5
131	4	5	5	5	5
132	5	5	4	3	4
133	4	4	4	4	5
134	4	4	4	4	2
135	4	5	4	4	5
136	5	5	4	5	5
137	5	5	4	4	5
138	5	5	5	5	5
139	5	5	5	4	5
140	5	5	3	3	4
141	4	4	4	4	5
142	5	5	2	5	4
143	4	4	4	3	4
144	5	4	4	5	5
145	4	5	4	5	5
146	5	5	5	5	4
147	5	3	4	4	4
148	5	5	3	4	5
149	5	5	5	5	5
150	5	5	4	5	5

Case Summaries

	F2	F3	K1	K2	K3
151	4	4	4	5	5
152	5	5	5	5	5
153	4	4	5	5	5
154	5	4	4	4	4
155	4	4	4	3	3
156	5	5	4	4	4
157	5	5	4	4	4
158	4	4	4	4	4
159	4	4	5	4	4
160	4	4	3	4	4
161	4	4	4	4	4
162	5	5	4	5	4
163	5	5	5	5	5
164	5	5	4	4	4
165	5	5	3	4	4
166	4	4	4	4	4
167	4	5	3	4	4
168	5	5	5	5	5
169	5	2	4	3	4
170	4	5	3	5	4
171	4	4	4	3	5
172	4	4	2	2	4
173	4	4	4	5	5
174	5	5	4	4	5
175	5	5	3	4	4
176	4	4	3	4	4
177	4	3	3	4	4
178	5	4	4	4	4
179	4	4	2	4	3
180	5	5	5	5	5
181	4	3	3	3	3
182	5	4	4	5	5
183	5	4	4	5	4
184	4	4	4	4	4
185	4	4	4	4	4
186	5	5	4	3	5
187	5	4	4	5	4
188	5	4	4	5	4
189	4	4	3	4	4
190	5	5	5	5	5
191	5	5	2	5	5
192	4	4	4	4	5
193	5	5	4	4	5
194	5	5	5	5	5
195	5	4	4	4	4
196	5	4	5	4	5
197	5	5	4	4	4
198	5	4	4	5	5
199	5	5	4	4	5
200	4	4	4	4	5

Case Summaries

	F2	F3	K1	K2	K3
201	5	5	3	5	3
202	5	4	5	5	4
203	5	5	1	5	4
204	4	4	4	4	4
205	4	4	4	4	4
206	4	4	4	4	4
207	4	4	4	4	4
208	5	5	5	5	5
209	5	5	5	5	5
210	5	4	3	3	2
211	5	4	4	5	4
212	4	5	5	4	5
213	4	5	5	4	5
214	5	5	5	5	5
215	4	5	3	3	3
216	4	4	3	3	3
217	5	5	4	4	4
218	5	4	5	3	5
219	4	4	5	5	5
220	5	4	3	4	4

Faktor Analisis Sikap Utilitarian

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.756
Bartlett's Test of Sphericity	Approx. Chi-Square
	270.070
	df
	15
	Sig.
	.000

Anti-image Matrices

		F1	F2	F3	K1	K2	K3
Anti-image Covariance	F1	.862	-.170	-.113	.059	-.078	.050
	F2	-.170	.686	-.238	-.040	-.089	-.063
	F3	-.113	-.238	.717	-.003	-.076	-.084
	K1	.059	-.040	-.003	.717	-.133	-.233
	K2	-.078	-.089	-.076	-.133	.657	-.207
	K3	.050	-.063	-.084	-.233	-.207	.617
Anti-image Correlation	F1	.704 ^a	-.222	-.144	.075	-.104	.069
	F2	-.222	.758 ^a	-.339	-.057	-.132	-.096
	F3	-.144	-.339	.771 ^a	-.005	-.111	-.127
	K1	.075	-.057	-.005	.748 ^a	-.194	-.351
	K2	-.104	-.132	-.111	-.194	.791 ^a	-.325
	K3	.069	-.096	-.127	-.351	-.325	.732 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
F1	1.000	.635
F2	1.000	.616
F3	1.000	.566
K1	1.000	.659
K2	1.000	.593
K3	1.000	.696

Extraction Method: Principal
Component Analysis.

Rotated Component Matrix^a

	Component	
	1	2
F1	-.137	.785
F2	.310	.721
F3	.303	.689
K1	.811	-.019
K2	.697	.327
K3	.821	.151

Extraction Method: Principal
Component Analysis.

Rotation Method: Varimax with
Kaiser Normalization.

a. Rotation converged in 3
iterations.

Rotated Component Matrix^a

	Component	
	1	2
F1	-.137	.785
F2	.310	.721
F3	.303	.689
K1	.811	-.019
K2	.697	.327
K3	.821	.151

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	.778	.628
2	-.628	.778

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Faktor Analisis Sikap Utilitarian

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.709
Bartlett's Test of Sphericity	Approx. Chi-Square
	684.152
	df
	45
	Sig.
	.000

Anti-image Matrices

		S1	S2	S3	S4	P1	P2	P3	E1	E2	E3
Anti-image Covariance	S1	.792	-.057	.031	-.149	.057	-.053	-.035	-.128	-.108	.077
	S2	-.057	.758	-.086	-.061	.027	-.068	.053	-.038	-.010	-.209
	S3	.031	-.086	.702	-.231	-.008	-.032	.088	.026	-.170	.067
	S4	-.149	-.061	-.231	.660	.056	-.047	.005	.045	-.046	-.124
	P1	.057	.027	-.008	.056	.370	-.213	-.069	-.146	-.022	.004
	P2	-.053	-.068	-.032	-.047	-.213	.336	-.167	.054	.055	-.021
	P3	-.035	.053	.088	.005	-.069	-.167	.488	.025	-.132	.047
	E1	-.128	-.038	.026	.045	-.146	.054	.025	.706	-.187	.013
	E2	-.108	-.010	-.170	-.046	-.022	.055	-.132	-.187	.508	-.211
	E3	.077	-.209	.067	-.124	.004	-.021	.047	.013	-.211	.665
Anti-image Correlation	S1	.757 ^a	-.074	.041	-.206	.105	-.102	-.057	-.171	-.170	.107
	S2	-.074	.779 ^a	-.118	-.086	.052	-.135	.087	-.052	-.016	-.294
	S3	.041	-.118	.678 ^a	-.339	-.015	-.066	.151	.037	-.285	.098
	S4	-.206	-.086	-.339	.740 ^a	.113	-.100	.008	.066	-.079	-.188
	P1	.105	.052	-.015	.113	.692 ^a	-.605	-.163	-.286	-.050	.009
	P2	-.102	-.135	-.066	-.100	-.605	.659 ^a	-.413	.112	.134	-.045

P3	-.057	.087	.151	.008	-.163	-.413	.760 ^a	.043	-.265	.083
E1	-.171	-.052	.037	.066	-.286	.112	.043	.702 ^a	-.312	.019
E2	-.170	-.016	-.285	-.079	-.050	.134	-.265	-.312	.710 ^a	-.362
E3	.107	-.294	.098	-.188	.009	-.045	.083	.019	-.362	.684 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
S1	1.000	.266
S2	1.000	.392
S3	1.000	.431
S4	1.000	.524
P1	1.000	.783
P2	1.000	.753
P3	1.000	.702
E1	1.000	.296
E2	1.000	.594
E3	1.000	.446

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.200	32.004	32.004	3.200	32.004	32.004	2.598	25.984	25.984
2	1.987	19.867	51.870	1.987	19.867	51.870	2.589	25.886	51.870
3	.999	9.988	61.858						
4	.922	9.217	71.075						
5	.780	7.796	78.871						
6	.669	6.689	85.560						
7	.506	5.057	90.617						
8	.427	4.274	94.890						
9	.306	3.056	97.946						
10	.205	2.054	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
S1	.496	.143
S2	.474	.409
S3	.447	.480
S4	.499	.524
P1	.631	-.620
P2	.668	-.554
P3	.604	-.581
E1	.539	-.074
E2	.725	.262
E3	.505	.437

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
S1	.453	.247
S2	.625	.044
S3	.656	-.026
S4	.724	-.021
P1	.011	.885
P2	.084	.864
P3	.020	.838
E1	.331	.432
E2	.699	.325
E3	.666	.046

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	.710	.704
2	.704	-.710

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

T-Test

Group Statistics

	Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
Inovasi Konsumen	Laki-laki	85	2.9176	.46526	.05046
	Perempuan	135	2.9852	.46849	.04032
Hedonis	Laki-laki	85	3.6435	.42355	.04594
	Perempuan	135	3.8770	.45694	.03933
Utilitarian	Laki-laki	85	4.2863	.38198	.04143
	Perempuan	135	4.1420	.46410	.03994

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Inovasi Konsumen	Equal variances assumed	-1.044	218	.298
	Equal variances not assumed	-1.046	179.599	.297
Hedonis	Equal variances assumed	-3.795	218	.000
	Equal variances not assumed	-3.861	188.701	.000
Utilitarian	Equal variances assumed	2.400	218	.017
	Equal variances not assumed	2.507	202.859	.013

T-Test

Group Statistics

	Uang Saku	N	Mean	Std. Deviation	Std. Error Mean
Inovasi Konsumen	Rendah	76	2.9684	.43335	.04971
	Tinggi	144	2.9542	.48572	.04048
Hedonis	Rendah	76	3.5974	.41214	.04728
	Tinggi	144	3.8868	.45021	.03752
Utilitarian	Rendah	76	4.2961	.39777	.04563
	Tinggi	144	4.1458	.45200	.03767

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Inovasi Konsumen	Equal variances assumed	.215	218	.830
	Equal variances not assumed	.222	168.565	.824
Hedonis	Equal variances assumed	-4.666	218	.000
	Equal variances not assumed	-4.796	164.911	.000
Utilitarian	Equal variances assumed	2.441	218	.015
	Equal variances not assumed	2.539	170.520	.012

Tabel r Product Moment
Pada Sig.0,05 (Two Tail)

N	r	N	r	N	r	N	r	N	r	N	r
1	0.997	41	0.301	81	0.216	121	0.177	161	0.154	201	0.138
2	0.95	42	0.297	82	0.215	122	0.176	162	0.153	202	0.137
3	0.878	43	0.294	83	0.213	123	0.176	163	0.153	203	0.137
4	0.811	44	0.291	84	0.212	124	0.175	164	0.152	204	0.137
5	0.754	45	0.288	85	0.211	125	0.174	165	0.152	205	0.136
6	0.707	46	0.285	86	0.21	126	0.174	166	0.151	206	0.136
7	0.666	47	0.282	87	0.208	127	0.173	167	0.151	207	0.136
8	0.632	48	0.279	88	0.207	128	0.172	168	0.151	208	0.135
9	0.602	49	0.276	89	0.206	129	0.172	169	0.15	209	0.135
10	0.576	50	0.273	90	0.205	130	0.171	170	0.15	210	0.135
11	0.553	51	0.271	91	0.204	131	0.17	171	0.149	211	0.134
12	0.532	52	0.268	92	0.203	132	0.17	172	0.149	212	0.134
13	0.514	53	0.266	93	0.202	133	0.169	173	0.148	213	0.134
14	0.497	54	0.263	94	0.201	134	0.168	174	0.148	214	0.134
15	0.482	55	0.261	95	0.2	135	0.168	175	0.148	215	0.133
16	0.468	56	0.259	96	0.199	136	0.167	176	0.147	216	0.133
17	0.456	57	0.256	97	0.198	137	0.167	177	0.147	217	0.133
18	0.444	58	0.254	98	0.197	138	0.166	178	0.146	218	0.132
19	0.433	59	0.252	99	0.196	139	0.165	179	0.146	219	0.132
20	0.423	60	0.25	100	0.195	140	0.165	180	0.146	220	0.132
21	0.413	61	0.248	101	0.194	141	0.164	181	0.145	221	0.131
22	0.404	62	0.246	102	0.193	142	0.164	182	0.145	222	0.131
23	0.396	63	0.244	103	0.192	143	0.163	183	0.144	223	0.131
24	0.388	64	0.242	104	0.191	144	0.163	184	0.144	224	0.131
25	0.381	65	0.24	105	0.19	145	0.162	185	0.144	225	0.13
26	0.374	66	0.239	106	0.189	146	0.161	186	0.143	226	0.13
27	0.367	67	0.237	107	0.188	147	0.161	187	0.143	227	0.13
28	0.361	68	0.235	108	0.187	148	0.16	188	0.142	228	0.129
29	0.355	69	0.234	109	0.187	149	0.16	189	0.142	229	0.129
30	0.349	70	0.232	110	0.186	150	0.159	190	0.142	230	0.129
31	0.344	71	0.23	111	0.185	151	0.159	191	0.141	231	0.129
32	0.339	72	0.229	112	0.184	152	0.158	192	0.141	232	0.128
33	0.334	73	0.227	113	0.183	153	0.158	193	0.141	233	0.128
34	0.329	74	0.226	114	0.182	154	0.157	194	0.14	234	0.128
35	0.325	75	0.224	115	0.182	155	0.157	195	0.14	235	0.127
36	0.32	76	0.223	116	0.181	156	0.156	196	0.139	236	0.127
37	0.316	77	0.221	117	0.18	157	0.156	197	0.139	237	0.127
38	0.312	78	0.22	118	0.179	158	0.155	198	0.139	238	0.127
39	0.308	79	0.219	119	0.179	159	0.155	199	0.138	239	0.126
40	0.304	80	0.217	120	0.178	160	0.154	200	0.138	240	0.126



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Young consumers' innovativeness and hedonic/utilitarian cool attitudes

Young consumers' innovativeness

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Abstract

Purpose – This study aims to investigate the relationship between young consumers' innovativeness and their hedonic/utilitarian attitudes toward cool clothing and to examine the moderating role of income on this relationship. This study uses five cool factors (singular cool, personal cool, aesthetic cool, functional cool and quality cool) under the hedonic and utilitarian cool dimensions to test the hypotheses.

Design/methodology/approach – Using a web-based survey, 265 responses were used for analysis. A confirmatory factor analysis was conducted to assess the measurement scales. Single-group SEM and multiple-group SEM were performed to examine the hypothesized relationships.

Findings – Innovative young consumers tend to have stronger hedonic cool attitude toward clothing than non-innovative young consumers. In contrast, innovativeness and utilitarian values of cool products are not interrelated for young consumers. Innovative, high-income young consumers have a tendency to purchase cool products to reflect their personality, individuality, and self-identity.

Research limitations/implications – This study has limitations for future research with regard to the generalization of the findings because this study focused on a sample of college students.

Practical implications – This study will provide some valuable information about young consumers' purchasing behaviours toward cool products for commercial marketers.

Originality/value – This study provides an initial contribution to the literature on the relationships between young consumers' hedonic/utilitarian attitudes and their innovativeness and income levels.

Keywords Young consumers, Income, Innovativeness, Hedonic cool attitude, Utilitarian cool attitude

Paper type Research paper

Introduction

Generation Y, the children of the baby boomers, is a growing consumer market segment with high appeal to marketers (Emmons, 2001). Members tend to be technology savvy, well educated, and passionate about clothes (Morton, 2002). According to CRMTrends (n.d.), this consumer group will account for approximately 27 percent of the total US population, or 86 million people, in 2015. Prior research has defined these young consumers as innovators and knowledgeable risk takers with high



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opinion leadership abilities (Venkatraman, 1991). Therefore, it is not surprising that youth innovators are more likely to accept, adopt, and use new products than other consumer groups.

Consumers who either struggle to be unique individuals and therefore seek distinction, or try to conform to the reference group's norms are similar in that they tend to purchase fashion products as a means to fulfilling their respective objectives (Simmel, 1997). Young consumers especially want to differentiate themselves from other consumer groups, and they desire to create their own distinct lifestyles in which clothing plays a major role (Kim *et al.*, 2003; Rysst, 2008). Thus, the cool concept, which Schor (2004) defines as an opposition to consumer capitalism and mainstream life-styles, matters most in young consumers' lifestyles (Kjeldgaard, 2003). This motivates young consumers, who use new products, in an effort to get their peers to perceive them as "cool" (Hartman and Samra, 2008). In addition, those who strive to express their individuality and distinction tend to adopt or use new fashion products that convey a cool concept. This tendency, in turn, prompts commercial marketers to use the cool concept in advertisements to foster sales of new products targeted to young consumers.

Innovative young consumers play a prominent role in the diffusion and ultimate adoption of new products (Beaudoin *et al.*, 1998). Their buying behavior can affect the acceptance or rejection of new branded products within a few months after market launch (Johnson, 2006). Previous studies reveal that innovators are defined by their personal characteristics, such as age, education, and income, which in turn are closely related to new product adoption behavior (Im *et al.*, 2003; Midgley and Dowling, 1993; Venkatraman, 1991). Likewise, several studies have attempted to investigate the relationship between consumer innovativeness and new product adoption behavior (Beaudoin *et al.*, 2003; Im *et al.*, 2003). Consumer innovativeness is an innovative predisposition, and has been widely accepted to identify individual's innovative characteristics (Kirton, 1976; Midgley and Dowling, 1993).

Although many studies describing young consumers' product adoption behaviors exist (Hartman and Samra, 2008; Johnson, 2006; Zhang *et al.*, 2011), a knowledge gap remains in understanding the predictors of young consumers' specific hedonic or utilitarian attitudes toward cool products. At the outset, a significant challenge for commercial marketers is determining the youth market, either hedonic or utilitarian, to which they will offer cool products (Saxton, 2005). Young consumers' demographic profiles, including income, and their disposition toward innovativeness are crucial factors to the success of cool clothing products; however, no studies have examined the relationships between these critical factors and either hedonic or utilitarian attitudes toward clothing. Therefore, the goals of this study are twofold: to investigate the relationship between young consumers' innovativeness and their hedonic/utilitarian attitudes toward cool clothing and to examine the effect of income on this relationship. Our aim is to add to the body of consumer behavior literature, addressing gaps identified by (among others) Tapp and Bird (2008) between what has been proposed regarding the concept of cool, and how cool affects consumer purchasing. We do this empirically by testing a model incorporating an operationalised scale which measures aspects of cool.

Literature review

Generation Y consumers

In general, Generation Y refers to the children of the baby boomers or Generation Xers, and is acknowledged as being the first global consumer market segment (Walker, 1996) because of the existence of the worldwide web since their birth. Generation Yers are likely affected by technology, music, and the celebrity culture because they have been brought up on reality television, MTV, and social media (e.g. YouTube, Twitter). In addition, Generation Yers' shopping style differs from that of prior generations. For them, shopping is not a simple act of purchasing but rather an experiential activity because of the proliferation of retail and product choice (Martin and Turley, 2004).

Generation Y has emerged with high purchasing power, albeit not larger than that of the baby boomers (Cui *et al.*, 2003). As such, they are expected to wield powerful collective spending, with a large amount of that allocated toward clothing (Martin and Turley, 2004). In addition, Generation Yers display a more value-oriented and pragmatic lifestyle, which includes music, movies, food, and television consumption (Morton, 2002). These young consumers have historically played a significant role as fashion innovators (Beaudoin *et al.*, 1998). According to Zhang *et al.* (2011), young consumers prefer purchasing branded clothing at high-end department stores and/or specialty stores. Thus, brand names significantly affect their purchasing behavior of fashion items, and they are willing to pay a premium for favorable brands that emphasize *coolness* (Grant and Stephen, 2005). Although the market segment for Generation Y is large and thus attractive to commercial marketers, few empirical studies have focused on these consumers' purchase behaviors toward clothing products based on perceptions of cool.

Fashion adoption theory

Rogers (1962) was the first to propose innovation diffusion theory and later defined innovation as "an idea, practice, or object that is perceived as new by an individual or other unit of adoption" (Rogers, 2003, p. 12). Rogers and Shoemaker (1983) also define innovativeness as the degree to which a person is relatively early in adopting an innovation compared with other members of his or her social system. Consumer innovativeness converts consumer behaviors into dynamic consumer actions when new products or services are introduced (Hirschman, 1980).

According to Rogers (1983), consumer adoption of new products consists of five stages in the decision-making process: knowledge, persuasion, decision, implementation, and confirmation. In the knowledge stage, consumers become aware of new products. In the persuasion stage, they form favorable or unfavorable attitudes toward the new products. In the decision stage, they decide whether to adopt or reject the new products. In the implementation stage, they transform the new products into use. Finally, in the confirmation stage, they strengthen their decisions about innovation. Rogers (2003) further classifies adopters into five categories according to their level of innovativeness: innovators (2.5 percent of the population), early adopters (13.5 percent of the population), early majority (34 percent of the population), late majority (34 percent of the population), and laggards (16 percent of the population).

Overall, the framework of innovation diffusion theory can be applied to the adoption of fashion products. Fashion adoption is the process by which a consumer adopts a

new style after commercial introduction (Kaiser, 1990). Adoption is important in the fashion industry because acceptance by fashion innovators affects the success of the new product early in the product life cycle (Michon *et al.* 2007). Fashion innovators spread word-of-mouth information about new styles, which influences later adopters' purchase of them (Flynn *et al.*, 1996; Martinez and Polo, 1996). Prior research has paid attention to the significant role of two groups – namely, innovators and early adopters – in the decision-making process and their influence on later fashion consumer groups (i.e. fashion followers) in the adoption of new products.

Several studies investigating the importance of innovativeness on consumers' adoption behaviors are rooted in innovation diffusion theory (Beaudoin *et al.*, 2003; Im *et al.*, 2003; Venkatraman, 1991). For example, Im *et al.* (2003) examine the causal relationship between innate consumer innovativeness and new product adoption behavior. They find that innate consumer innovativeness has a positive impact on new product adoption behavior. Beaudoin *et al.* (2003) investigate the relationship between brand sensitivity and fashion adoptiveness among adolescents. They find that adolescents who influence adopters later in the process of fashion diffusion are the most brand sensitive and that these early fashion adopters influence later fashion adopters by promoting brand names. Workman and Johnson (1993) examine the difference in need of various consumer groups, including fashion innovators and fashion followers. They find that fashion innovators seek more variety in the diffusion of new clothing styles than fashion followers.

Hedonic and utilitarian attitudes toward coolness

Today, the concept of cool pertains mostly to the youth culture (Keller and Kalmus, 2009) and is described with six characteristics: stylish, innovative, original, authentic, desirable, and unique (Tapp and Bird, 2008). Hedonism and narcissism values characterize the concept of cool (Pountain and Robins, 2000). For narcissism, a product, service, or brand can be considered cool if it is adopted by consumers who themselves believe it is cool (e.g. Keller and Kalmus, 2009).

Furthermore, the concept of cool is closely related to modern consumption (Tapp and Bird, 2008). A cool lifestyle reflects consumers' desire for novelty (Southgate, 2003) and can be acquired through selective consumption (Nancarrow *et al.*, 2002). As such, commercial marketers that develop profitable new cool products fulfill consumers' tastes for novelty. Young consumers use the concept of cool to demonstrate that something is desirable, cutting-edge, up-to-date, and suitable. In particular, innovative young consumers tend to adopt new fashions using the cool concept.

In general, consumers purchase products for both hedonic and utilitarian values in shopping venues (Babin *et al.*, 1994). A hedonic value results from aesthetic features of a product and generates pleasure, affecting consumers' product choice (Veryzer and Hutchinson, 1998). Radio advertisements for example have been shown to tie aspects of cool to hedonic constructs such as arousal towards brands (Rajagopal, 2011). Conversely, a utilitarian value pertains to instrumental and functional attributes in consumers' purchase and consumption behavior. The characteristics of utilitarian value include task-related, rational, and universal (Holbrook and Hirschman, 1982). Several studies have examined the effect of hedonic and utilitarian value dimensions on consumption behaviors (Chitturi, 2009; Chitturi *et al.*, 2007, 2008; Dhar and Wertenbroch, 2000; Voss *et al.*, 2003). Prior studies (e.g. Chitturi, 2009; Chitturi *et al.*,

2007) also have investigated the relationships between hedonic/utilitarian product design benefits and negative/positive emotions evoked after the use of consumer goods (i.e. cell phones). Chitturi (2009) discovers that a product that offered superior utilitarian and inferior hedonic design benefits (e.g. a highly practical cell phone with poor aesthetic appeal) evoked negative post-consumption emotions (i.e. sadness, disappointment, and anger). More recently, Runyan *et al.* (2013) developed a scale to measure the concept of cool in the context of apparel purchasing and operationalise it using young consumer groups. As a result, they classify the concept of cool into five sub-dimensions of hedonic and utilitarian values: (hedonic) singular cool, personal cool, aesthetic cool (utilitarian) functional cool, and quality cool.

Impact of innovativeness on hedonic or utilitarian attitudes toward coolness

Young consumers want to purchase products with the cool concept, one of the most important factors for success. Consumer dispositions, such as innovativeness, affect the acceptance or rejection of a new product, and the relationship between innovativeness and hedonic/utilitarian values determines whether new products should focus on hedonic or utilitarian values. Although understanding the relationship between innovativeness and hedonic/utilitarian values in the purchase of cool products is important, few studies have attempted to address this relationship. Hartman and Samra (2008) investigate the impact of innovativeness on hedonic and utilitarian aspects of adolescent web-consumption behavior. According to their results, teens' innovativeness is positively related to both hedonic and utilitarian web consumption, though hedonic web consumption constituted enjoyable aspects while utilitarian web consumption pertained to solving problems and fulfilling tasks. More recent studies have revealed that young consumers are more likely to be hedonic than utilitarian in their shopping behavior (Hartman and Samra, 2008; Strutton *et al.*, 2011). From these studies, we presume that young consumers' innovativeness may influence their hedonic and utilitarian attitudes toward purchasing cool clothing. Thus:

- H1. The more innovative young consumers, the stronger are their hedonic attitudes toward cool clothing.
- H2. The more innovative young consumers, the weaker are their utilitarian attitudes toward cool clothing.

Impact of income on innovativeness and hedonic or utilitarian attitudes toward coolness

Several studies have examined the effect of personal characteristics, such as age, income, and education, on new product adoption behavior (e.g. Kim *et al.*, 2010). Rogers (1995) found that innovative consumers tend to have higher incomes than non-innovative consumers. Goldsmith and Flynn (1992) investigate the relationships among fashion innovativeness, demographics (i.e. age, income, and education), and fashion buying behavior and conclude that female early adopters with high incomes tend to purchase newer, high-priced fashions than female later adopters. Im *et al.* (2003) also examine the causal relationship between personal characteristics (i.e. age, income, length of residence, and education) and new product adoption behavior using Rogers's (1962) theory. They find that income is a strong antecedent of new product ownership in the category of electronic products. As such, we expect income to have a moderating

role in the relationship between innovativeness and hedonic or utilitarian attitudes toward cool clothing. Thus:

- H3. The positive effect of innovativeness on hedonic attitudes toward cool clothing is stronger for high-income young consumers than for low-income young consumers.
- H4. The negative effect of innovativeness on utilitarian attitudes toward cool clothing is stronger for high-income young consumers than for low-income young consumers.

Method

We used the six-item Domain Specific Innovativeness scale, measured on a five-point Likert scale, to distinguish innovators from non-innovators (Goldsmith and Reinecke, 1992). We used the measurement scale pertaining to the concept of cool from Runyan *et al.* (2013) for the current study. That study used 32 items, measured on five-point Likert scales to extract two factors; the first factor, called hedonic cool, consisted of three sub-dimensions (singular cool, personal cool, and aesthetic cool), and the second factor, labeled utilitarian cool, comprised two sub-dimensions (functional cool and quality cool); please see Runyan *et al.* (2013) for the full measurement scale. College students enrolled in 11 different courses at a major American university participated in the study.

Findings

Sample characteristics

We used 265 responses for analysis, gathered through a convenience sampling technique. Respondents' ages ranged from 18 to 28 years, with a mean age of 21 years. The majority of the respondents were female (62.3 percent) and Caucasian (63.0 percent). In addition, the majority of the respondents had an average family income of \$67,500, with an average discretionary spending of \$70.97 per week (see Table I).

Validity and reliability

A confirmatory factor analysis (CFA) assessed the measurement scale of the innovativeness construct with six measurement items. The results revealed an acceptable fitting model ($\chi^2 = 39.813$; $df = 9$; $p = 0.000$), with fit indices mostly within acceptance range (CFI = 0.94; RMSEA = 0.09). Though the RMSEA is slightly higher than normally accepted, we did not further modify the model based on its prior operationalizations (e.g. Goldsmith and Reinecke, 1992). All factor loadings achieved statistical significance at the $p < 0.001$ level, indicating acceptable convergent validity in the measurement scale. Although the factor loading of one measurement item was relatively low (value of 0.4), we included this item in the innovativeness construct because of its importance in the construct (see Table II).

Utilising the 18 items measuring cool product characteristics, and the five distinct cool factors found by Runyan *et al.* (2013) we conducted a CFA to assess construct validity. The model fit the data well ($\chi^2 = 358.03$; $df = 141$; $p = 0.000$), and the fit indices also indicated a good fit of the model (CFI = 0.96; RMSEA = 0.076) (see Table II). The average variance extracted (AVE) for each construct was greater than .50, verifying discriminant validity (Fornell and Larcker, 1981). AVE was also greater than the squared correlations of the five constructs (see Table III), further supporting

	(%) (N = 265)
<i>Gender</i>	
Male	36.2
Female	62.3
<i>Age</i>	
18-19	12.1
20-21	52.5
22-23	25.3
24-25	4.5
26-27	2.3
28	1.1
<i>Ethnic group</i>	
White, non-Hispanic	63.0
African American	16.6
Asian	11.3
Hispanic/Latino/Spanish	2.6
American Indian	1.5
Other	1.1
<i>Total annual family income</i>	
Under \$25,000	13.6
\$25,000-34, 999	6.8
\$35,000-49,999	10.2
\$50,000-74,999	17.0
\$75,000-99,999	15.5
\$100,000 and over	30.2

Table I.
Sample characteristics

overall construct validity. Finally, the reliability test results showed that the measurement scales were reliable, with Cronbach's alphas greater than 0.7: innovativeness (0.81), singular cool (0.86), personal cool (0.89), aesthetic cool (0.94), functional cool (0.75), and quality cool (0.80) (see Table II).

Hypotheses testing

We used single-group structural equation modeling (SEM) to assess the fit of the proposed conceptual model and to test the hypotheses. The structural model includes six latent variables: innovativeness, three hedonic cool variables (i.e. personal cool, singular cool, and aesthetic cool), and two utilitarian cool variables (i.e. functional cool and quality cool). The structural model also consists of one exogenous variable (innovativeness) and five endogenous variables (three hedonic cool and two utilitarian cool).

We conducted single-group SEM with the maximum likelihood estimation to examine the hypothesized relationships (*H1* and *H2*). The results indicated that the proposed conceptual model had a significant chi-square statistic ($\chi^2 = 862.12$; $df = 247$; $p = 0.000$), and other model fit indices also were below acceptable cutoff levels (CFI = 0.827; IFI = 0.829). However, the RMSEA was 0.097, indicating a moderate fit of the model (Meyers *et al.*, 2006). Therefore, we assessed the path coefficients of the model corresponding to the hypotheses. As seen in Table IV, the regression coefficients for the paths from innovativeness to the three hedonic cool variables (singular cool, personal cool and aesthetic cool) were statistically significant. Therefore, *H1* was supported. Hedonic cool attitudes toward clothing

Constructs	Scale items	Composite reliability	Cronbach alpha	Standardized factor loading
Innovativeness	1. In general, I am among the last in my circle of friends to buy a new article of clothing when it appears	0.82	0.81	0.81 **
	2. If I heard that a new article of clothing was available in the store, I would be interested enough to buy it			0.60 **
	3. Compared to my friends, I own few clothes			0.69 **
	4. In general, I am the last in my circle of friends to know the titles/brands of the latest clothing			0.70 **
	5. I will buy a new article of clothing if I haven't heard/tried it yet			0.40 **
	6. I like to buy clothing before other people do			0.71 **
Singular cool	1. A "cool" article of clothing is one of a kind	0.87	0.86	0.81 **
	2. A "cool" article of clothing is unique			0.82 **
	3. A "cool" article of clothing is exclusive			0.73 **
Personal cool	4. A "cool" article of clothing is innovative	0.91	0.89	0.70 **
	5. A "cool" article of clothing is novel			0.64 **
	6. A "cool" article of clothing fits my personality			0.90 **
	7. A "cool" article of clothing fits my self-identity			0.90 **
	8. A "cool" article of clothing fits my style			0.82 **
	9. A "cool" article of clothing contributes to my individuality			0.67 **
Aesthetic cool	10. A "cool" article of clothing is a flattering cut	0.95	0.94	0.97 **
	11. A "cool" article of clothing is a flattering color			0.85 **
	12. A "cool" article of clothing is a flattering style			0.94 **
Functional cool	13. A "cool" article of clothing is affordable	0.78	0.75	0.69 **
	14. A "cool" article of clothing is comfortable			0.83 **
Quality cool	15. A "cool" article of clothing is functional	0.84	0.80	0.61 **
	16. A "cool" article of clothing is known for quality construction			0.82 **
	17. A "cool" article of clothing is well constructed			0.89 **
	18. A "cool" article of clothing has longevity			0.60 **

Table II.

CFA: loadings and reliability measures of measurement scale items

Notes: CFA = confirmatory factor analysis. Model fit for innovativeness construct: $\chi^2 = 39.813$, $df = 9$, CFI = 0.94, RMSEA = 0.09. Model fit for cool constructs: $\chi^2 = 358.03$, $df = 141$, CFI = 0.96, RMSEA = 0.076. ** $p < 0.001$

were positively related to the young consumers' innovativeness. However, the results for the negative relationship between innovativeness and the two utilitarian cool variables (functional cool and quality cool) revealed no support for *H2* (see Table IV). Utilitarian cool attitudes toward clothing were not negatively associated with young consumers' innovativeness.

We also conducted multiple-group SEM to examine the hypothesized relationships (*H3* and *H4*). For the hypothesized relationships (*H3* and *H4*), the base model (unconstrained model) and the constrained model (equality constraints imposed on parameter estimation) examined the equivalence of path parameters across the two groups (high-income young consumers and low-income young consumers). The results of multiple-group SEM indicated that the chi-square was statistically significant; thus, the model fit the data well. Both the CFI (0.814) and the IFI (0.820) of the base model were below the recommended cutoff value of 0.95. However, the RMSEA of the base model indicated a good fit (0.070). For the constrained model, the chi-square was statistically significant, again indicating a good fit between the model and the data. The CFI and the IFI yielded values of .812 and 0.818, respectively, again below the recommended 0.95 cutoff value. However, the RMSEA of the constrained model had good fit (0.070).

We then compared the model fit between the base model and the constrained model across the two consumer groups. As Table V shows, the model fit comparison between the base model and the constrained models indicated that the chi-square difference test

Factor	Singular	Functional	Aesthetic	Personal	Quality
Singular	0.53				
Functional	0.04	0.51			
Aesthetic	0.34	0.28	0.85		
Personal	0.34	0.48	0.50	0.69	
Quality	0.16	0.62	0.42	0.55	0.61

Note: Average variance extracted is on diagonal

Table III.
Correlation matrix of
measurement model

Path	Path coefficient
<i>H1</i>	
Innovativeness → Personal cool	0.26***
Innovativeness → Singular cool	0.45***
Innovativeness → Aesthetic cool	0.57***
<i>H2</i>	
Innovativeness → Functional cool	-0.09
Innovativeness → Quality cool	0.09

Notes: $\chi^2=862.12$, $df=247$, CFI = 0.827, RMSEA = 0.097. *** $p < 0.001$

Table IV.
Standardized path
coefficient estimates

Groups	Model description	χ^2	df	$\Delta\chi^2$ Δdf	Sig.
Two-group model comparison (High income/low income)	All paths assessed as equal	Base model 1088.1	494	12.2/5	0.033
		Constrained model 1100.3	499		

Table V.
Multiple-group model fit
comparison

($\Delta\chi^2$) was statistically significant ($\Delta\chi^2 = 12.2$, $\Delta df = 5$, $p = 0.033$). The chi-square differences test revealed that the two groups demonstrated fundamentally different path coefficients for the hypothesized model.

The moderating effect of income on the positive relationship between innovativeness and hedonic cool attitude toward clothing (*H3*) was partially supported. The results revealed that as income increased, the positive relationship between innovativeness and the hedonic personal cool attitude became significant. In other words, innovative, high-income young consumers preferred cool products that reflected their personality, individuality, and self-identity. This relationship was not significant for singular cool and aesthetic cool attitudes (see Figures 1 and 2). Finally, *H4*, which predicted a moderating effect of income on the negative relationship between innovativeness and utilitarian cool attitudes, was also partially supported. The results indicated that the negative relationship between innovativeness and the utilitarian functional cool attitude became significant as respondents' income increased. That is, innovative, high-income young consumers do not value utilitarian aspects (i.e. affordability, comfortable, and functional) of cool products. However, the negative relationship between innovativeness and the utilitarian quality cool attitude became nonsignificant as income increased (see Figures 1 and 2).

Conclusion and implications

This study examined the relationship between young consumers' innovativeness and their hedonic/utilitarian cool attitudes toward clothing, as well as the moderating role

Figure 1.
Structural model and path estimates for high income group

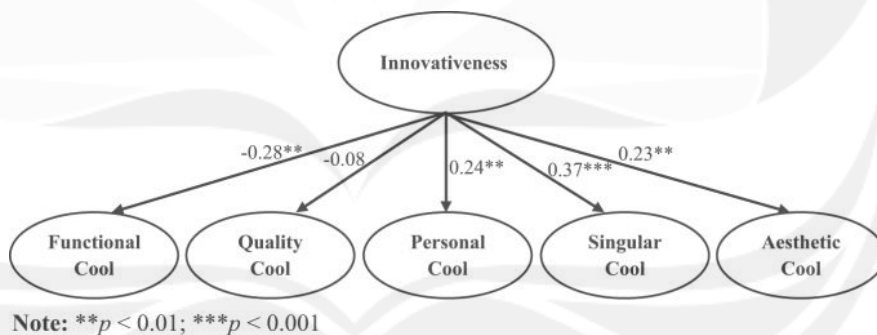
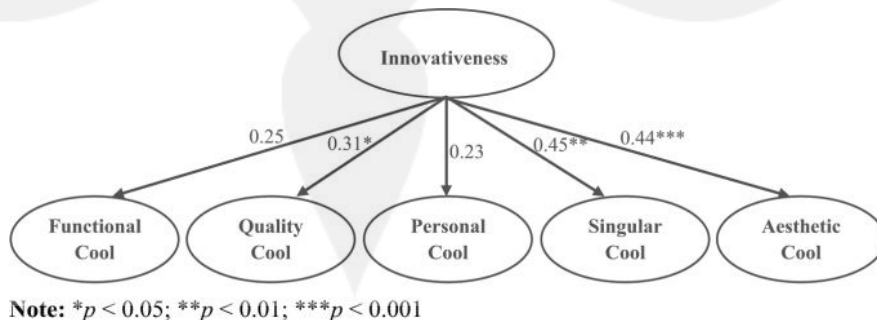


Figure 2.
Structural model and path estimates for low income group



of income in that relationship. The study applied the statistical analysis methods of single- and multiple-group SEM to test the hypotheses developed. We derive the following conclusions from our results: first, innovative young consumers are more likely to have stronger hedonic cool attitudes toward clothing than non-innovative young consumers. This is consistent with Hartman and Samra's (2008) and Strutton *et al.*'s (2011) findings that young consumers are more likely to be hedonic than utilitarian when shopping. Second, in contrast, innovativeness and utilitarian values of cool products are not interrelated for young consumers. Third, innovative, high-income young consumers desire to purchase cool products to reflect their personality, individuality, and self-identity. Interestingly, the third conclusion implies that income is a strong antecedent of new product adoption behavior, as innovative young consumers with high incomes seem to demand clothing that is deemed as cool, which specifically, reflects their personality. This conclusion is consistent with Kim *et al.*'s (2010) and Im *et al.*'s (2003) findings that consumers with high incomes tend to pay a premium price for a newer and branded product. Finally, innovative, high-income young consumers are not interested in the utilitarian aspects of cool products (i.e. affordability, comfortable, and functional).

Researchers may utilize this proposed conceptual model to identify crucial factors affecting young consumers' specific hedonic or utilitarian attitudes toward cool products. These findings provide commercial marketers with some valuable information about young consumers' purchasing behaviors toward cool products, which then allows them to develop strategies to increase sales of new products targeted to young consumers based on a more in-depth understanding of perceptions of cool. Innovative young consumers play a significantly important role in the success of new fashion products in the marketplace, and thus the findings offer guidance to commercial marketers about the correct markets to which they should offer hedonic/utilitarian cool products, based on young consumers' innovativeness and income levels. Thus, an understanding of the cool concept in young consumers' lifestyles is important to commercial marketers. This is also true in other groups' lifestyle markets, because of the vital difference in product adoption behavior.

As do most studies, this study has limitations that offer avenues for further research. First, with regard to the generalisability of the findings, this study focused on a sample of college students enrolled in a major midwestern university. Thus, further research should conduct a similar survey with larger samples representing young consumer shoppers in the both the US and abroad. Second, although this study provides an initial contribution to the literature on the relationships between young consumers' hedonic/utilitarian attitudes and their innovativeness and income levels, additional research is necessary on the relationship between the personal values young consumers pursue and the different shopping contexts (e.g. single- or multiple-channel shopping) associated with their hedonic/utilitarian attitudes. Further research emphasizing this relationship would help commercial marketers in different retail formats develop profitable cool products to cater to diversified tastes of targeted consumers.

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